



**D.N.R.COLLEGE (AUTONOMOUS), BHIMAVARAM-534 202**  
(A College with Potential for Excellence) (Accredited by NAAC at “B++” Grade)  
(Affiliated to Adikavi Nannaya University)

**I B.Com Degree Examination at the end of 2<sup>nd</sup> Semester**

**Title of the Programme: B.COM (General& C.A.) B.Sc., B.A.**

**Title of the Course: MARKETING SKILLS (SKILL COURSE)**

**( w.e.f. the batch of students who joined 1<sup>st</sup> B.Com during the academic year 2023-24)**

### **SYLLABUS**

#### **Unit I: Introduction to Marketing:**

Core Marketing Concepts-Company Orientation towards the Marketplace-The Holistic Marketing Concept-Marketing Management Tasks, Marketing Environment: Macro and Micro Components and their Impact on Marketing Decisions-Marketing Research and Information; Market Segmentation, Targeting and Positioning Strategies-Determinants of Consumer Behavior:

#### **Unit II: Marketing Mix:**

Elements of Marketing Mix-Product, Price, Promotion and Place, 7P's of Service Marketing Mix; Product: Classification of Products-Product Life cycle-New Product Development – Branding Decision; Price: Pricing Strategies: Understanding pricing – Steps in setting the Price – Price Adapting Policies, and Initiating and Responding to Price Changes: Promotion: Marketing Communications, Promotion Mix Elements: Advertising, Sales Promoting , Personal Selling, Events and Experiences, Public Relations and Publicity, Online and Social Media Marketing; Place: Marketing Channels: Channel: Channel Functions and Flows, Channel Management Decisions.

#### **Unit III: Nature and Role of Selling:**

Importance of Selling, Nature and Role of selling: Importance of Selling-Role in the Context of organization; Attributes of a Good Salesperson: Personality and Physical Characteristics, Enthusiasm, Confidence, Intelligence, Self-Worth, Knowledge-product, Competition, Organization, Market, Customer, Territory; Communication Skills, Presentation and Demonstration-Dealing with Objections-Negotiations-Closing the Sale-follow up.

#### **Curricular Activities:**

1. Analyze different needs and wants of consumers in your locality or region
2. Prepare the prevalent marketing environment in your locality or region.
3. Identify product Life Cycle stages of few products like consumer durables (ex., Electronic goods, Computers, etc.).
4. Analyze Marketing strategies/planning used by automobile cosmetic and FECCG companies.
5. Conduct Market Research for the need of new products in your region.

#### **References:**

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileswar Jha, Marketing management- A South Asian perspective, Pearson Education.
2. Agarwal, P.K., Marketing Management-An Indian perspective, PragatiPrakasham
3. Kazmi SHH, Marketing Management text and Cases, Excel.
4. Philip Kotler and Armstrong.G., Marketing, Prentice Hall of India, 12<sup>th</sup> Edition.
5. Core Selling Skills: Because Selling Is All About People Paperback- 1 January 2015 by Les Giblin (Author)
6. Ramaswamy V.S. & Nama Kumari, S., Marketing management- Planning and Control, Macmillan.



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UNIT No's	Details of the topics	EQ	SQ
UNIT-I	<b><u>Introduction to Marketing:</u></b> Core Marketing Concepts-Company Orientation towards the Marketplace-The Holistic Marketing Concept-Marketing Management Tasks, Marketing Environment: Macro and Micro Components and their Impact on Marketing Decisions-Marketing Research and Information; Market Segmentation, Targeting and Positioning Strategies-Determinants of Consumer Behavior:	2	2
UNIT-II	<b><u>Marketing Mix:</u></b> Elements of Marketing Mix-Product, Price, Promotion and Place, 7P's of Service Marketing Mix; Product: Classification of Products-Product Life cycle-New Product Development – Branding Decision; Price: Pricing Strategies: Understanding pricing – Steps in setting the Price – Price Adapting Policies, and Initiating and Responding to Price Changes: Promotion: Marketing Communications, Promotion Mix Elements: Advertising, Sales Promoting , Personal Selling, Events and Experiences, Public Relations and Publicity, Online and Social Media Marketing; Place: Marketing Channels: Channel: Channel Functions and Flows, Channel Management Decisions.	2	2
UNIT-III	<b><u>Nature and Role of Selling:</u></b> Importance of Selling, Nature and Role of selling: Importance of Selling-Role in the Context of organization; Attributes of a Good Salesperson: Personality and Physical Characteristics, Enthusiasm, Confidence, Intelligence, Self-Worth, Knowledge-product, Competition, Organization, Market, Customer, Territory; Communication Skills, Presentation and Demonstration-Dealing with Objections-Negotiations-Closing the Sale-follow up.	1	2



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**MODEL PAPER**

Time: 2Hrs

Max marks: 50M

**SECTION - A**

**I. Answer any THREE of the following questions**

**3 x 10 = 30M**

1. What is marketing? What are the different concepts of marketing?
2. Distinguish between micro and macro markets environment.
3. Explain the elements of marketing mix.
4. Explain the various marketing channels.
5. Discuss the importance of selling.

**SECTION - B**

**II. Answer any FOUR of the following questions**

**4 x 5 = 20M**

6. What is market segmentation?
7. Write about holistic marketing concept.
8. Write about promotion mix.
9. Explain about Online and Social Media Marketing.
10. Explain the Nature of Selling.
11. Write about problem identification in selling.





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**QUESTION BANK**

Time: 2Hrs

Max marks: 50M

**SECTION - A**

**Answer any THREE questions from the following**

**3 x10 =30 M**

**Unit –I**

1. a) What is Marketing ? What are the different concepts of Marketing?  
b) Discuss about the company orientation towards market place.  
c) Write about Marketing management tasks.
2. a) Distinguish between micro and macro market environment  
b) What are the factors influencing consumer behaviour?  
c) Discuss about core marketing concepts.

**Unit -II**

3. a) Explain the elements of Marketing mix.  
b) Discuss about 7Ps of service Marketing mix.  
c) What is a product ? Explain product life cycle.
4. a ) Explain various marketing channels.  
b) Write about pricing strategies.  
c) What is public relation ? Explain various types of public relations.

**Unit -III**

5. a)Discuss the importance of selling  
b) Explain various good attributes of a sales person.  
c) Discuss about the nature and role of selling in the context of a organization.

## **SECTION – B**

**Answer any FOUR questions from the following**

**4 x 5 = 20 M**

### **Unit – I**

6. a) What is market segmentation?  
b) Discuss about positioning strategies in marketing  
c) Write about marketing environment in detail.
7. a) Write about Holistic marketing concept.  
b) Discuss about marketing research and information  
c) Write about decision making process in consumer behaviour

### **Unit – II**

8. a) Write about promotion mix  
b) Define product. Discuss about Product classification  
c) Write about marketing communication
9. a) Explain about online and social media marketing.  
b) Write about new product development process .  
c) What are the different brand strategies?

### **Unit – III**

10. a) Explain the nature of selling.  
b) What is the significance of self worth and self confidence?  
c) Discuss about the competition in sales promotion.
11. a) Write about problem identification in selling.  
b) Explain the different types of negotiation strategies.  
c) Explain the advantages of follow – up in sales

## Questions and Answers

### Unit – I

**Q) What is Marketing ? What are the different concepts of Marketing?**

**Q) Discuss about the company orientation towards market place.**

**Ans: Definitions :** Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging of products and value with other.

---Philip Kotler

“Marketing is the business by which products are matched with market and through which transfers of ownership are effected.” ---Professors Cundiff and Still

Concepts of Marketing: The philosophy of an organisation in the dynamic realm of marketing is referred to as a marketing concept.

**1.Production Concept :** Every marketing strategy should start with production. This concept is based on the assumption that marketing is merely connected with production. This concept also believes that the consumers would prefer that product which is readily available to them at reasonable prices. this concept holds that buyers will prefer products in large that are widely available and inexpensive.

**2.Product concept :**The product concept deals with the thought that consumers prefer products of high quality, performance and innovation features this concept believes that consumers pay much weight age to the quality features, durability, performance in a product. Consumers always prefer products of high quality and are always prepared to pay any price for that product, they cannot compromise with the quality of required product.

**3.Selling Concept:** The selling concept believes that the organisation has to made sincere efforts to promote and push its products in the market. Organisations can undertaken heavy advertising, adopt high power personal selling approach, heavy price discount, large scale promotion efforts to promote sales. The central idea of this concept is that products are not purchased but sold. Effective sales promotion, advertising and public relations play dominant role in increasing the sales of product.

**4.Marketing concept:** The marketing concept begins with consumer and ends with consumer. According to this concept the success in business organisation depends upon the needs and requirements of target consumers and providing them the desired satisfaction more effectively and

efficiently. Only those products should be produced by the organisation as required by the consumers.

**5.Social marketing concept:** The social marketing concept is the most modern, one of the latest concept in marketing. The social marketing concept holds marketing strategy should deliver value to customer in a way that maintains or improves both customer's and society's well-being. This concept puts human welfare on top before profits and satisfying the wants.

**Q) Write about Marketing management tasks.**

Marketing management involves a range of tasks and responsibilities aimed at planning, executing, and monitoring marketing strategies to achieve organizational goals the following are key tasks associated with marketing management.

**Market analysis :** marketing managers begin by conducting thorough market analyses to understand industry Trends, consumer behaviour and competitive landscapes. this involves gathering and interpreting data to identify opportunities and challenges.

**Strategic planning :** developing a comprehensive marketing strategy is a core task. this includes setting objectives defining target Markets and outlining the marketing mix and to achieve organizational goals.

**Budgeting :** marketing managers allocate resources effectively by creating budgets for marketing campaigns, advertising, promotions, and other initiatives. this involves balancing and need for impactful strategies with financial constraints.

**Product development and management:** marketing managers collaborate with product development teams to create offering that meet customer needs they were the entire Product life cycle from identify addition to launch and eventual phase-out or product evolution.

**Pricing strategies :** determining the right pricing strategy is crucial. marketing managers consider factors such as production cost competitive pricing, and perceived value to set prices that are competitive at profitable.

**Distribution management:** ensuring products reach customers efficiently involves distribution management. marketing managers decide on distribution channels, manage relationships with intermediaries, and optimize logistics to enhance product availability.

**Promotion and Advertising :** creating awareness and interest in products or services is a key marketing task. managers develop and implement promotional and Advertising campaigns using various channels, including digital marketing, traditional media, and events.



**Brand management** :building and maintaining a strong brand is essential for long term success. marketing managers Oversee brand development, ensuring consistency in messaging, visual identity, and customer experience.

**Market research**: continuous market research is vital to stay informed about changing consumer preferences, industry Trends, and competitive dynamics. marketing managers use research insights to adapt Strategies and stay ahead in the market.

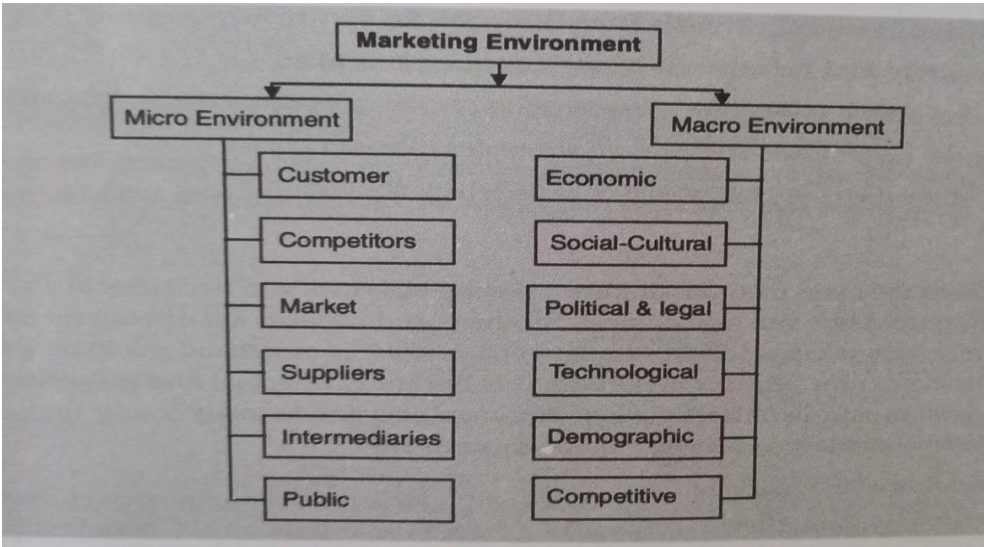
**Customer relationship management** : Building and maintaining positive relationship with customers is a ongoing task. this involves implementing CRM systems, analyzing customer data and creating strategies to enhance customers satisfaction and loyalty.

**Risk management**: assessing and mitigating risks related to market changes, competitive threats or external factors is a critical responsibility .marketing managers develop contingency plans to navigate uncertainties.

Q) Distinguish between micro and macro market environment.

Q) Write about marketing environment in detail (5m)

Definition: “The marketing environment of a company consists of factors and forces outside marketing that effect management’s ability to build and maintain successful relationships with target customers.” -Philip Kotler



Sl.no	BASIS	MICRO ENVIRONMENT	MACRO ENVIRONMENT
1	Elements	COSMIC; i.e., Competitors, Organisation (the company itself), Suppliers, Market, Intermediaries,	PESTLE; i.e., Political, Economics, Socio-cultural, Technological, Legal and Environmental.

		and Customers.	
2	Control	Businesses have some level of control over their micro environment through strategies and decisions directly affecting their immediate stakeholders.	Businesses have little to no control over the macro environment, requiring them to adapt to its forces through strategic planning and forecasting.
3	Impact on Business	Has a direct impact on the company's day-to-day operations and performance, affecting things like sales and customer satisfaction.	Has an indirect impact, shaping the overall business climate and influencing market conditions over time.
4	Involvement	Involves factors and entities that are closely connected to the company, with which it interacts regularly.	Involves broader societal trends and forces that the company does not directly interact with but must consider in its long-term strategy.
5	Scope	The scope is narrow, focusing on the immediate environment of the company, including internal operations and direct relationships.	The scope is broad, covering national and global environments and the external factors that influence an entire industry.
6	Predictability	Predictable to some extent due to close relationships, allowing companies to anticipate changes like new competitor products.	Changes are harder to predict, with economic shifts or technological breakthroughs often coming unexpectedly.
7	Adaptability and Response Time	Companies can quickly adapt to changes, such as switching suppliers or changing prices, thanks to more control and flexibility.	Adapting to broader changes, like new trade policies or tech advancements, takes more time and requires more planning.

### Q) What are the factors influencing consumer behaviour?

**Definition of consumer behaviour :** Consumer buying behaviour is the mental and emotional processes and the physical activities of people who purchase goods and services for personal consumption.--

Bearden and Associates.

**Key determinants of consumer behaviour:**

**Cultural factors:** culture, encompassing values, beliefs, customs, and social norms, significantly influences consumer behaviour. cultural background shapes individuals, preferences attitudes, and purchasing decisions.

**Social factors:** social factors influences family ,friends ,affairs and social groups play a crucial role in shaping consumer behaviour.

**Psychological factors:** psychological determinants, such as motivation, perceptions, learning, and attitudes, play a vital role understanding consumer perceptions, motivations and the learning process helps in crafting effective marketing messages.

**Economic factors :** economic conditions, including income levels, inflation, and Employment rates, influence purchasing power and consumer spending patterns.

Technology and innovation advances in technology and innovation state consumer behaviour E-Commerce mobile apps and smart devices have transformed how consumers Research and make purchase decisions.

**Personal factors :** personal characteristics, including age, occupation, Lifestyle, personality, and self-concept, impact consumer behaviour.

**Social class:** social class determined by factors like income, education, and occupation, influences consumer preferences and the type of products individuals are likely to purchase.

**Motivation:** consumer behaviour is driven by various needs and motivations. marketers seek to understand and leverage these motivations to influence purchasing decisions.

**Attitudes:** consumer attitudes, comprising beliefs, feelings, and behavioral intentions, shape their preferences. marketers work to create positive attitudes towards products through advertising and branding.

**Learning:** consumers acquire information and knowledge about products through various channels. learning from past experiences and exposure to marketing messages influences future buying decisions.

### **Q) Discuss about core marketing concepts.**

Definition : Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging of products and value with other.---Philip Kotler

Core marketing concepts are foundational principles that guide businesses in creating and delivering value to customers. these concepts form the basis for effective marketing strategies and practices.

#### **Core marketing concepts**

**Needs vs. wants:** distinguish between customer needs and wants is vital for aligning products with consumer preferences.

**Target market:** identifying and understanding a specific group of potential customers enables tailored marketing strategies.

**Value proposition:** clearly communicating the unique value a product or service offers to customers sets it apart in the market.

**Exchange process:** marketing involves a mutual exchange where customers receive value and businesses gain revenue and insights.

**Market segmentation:** dividing the market into distinct segments allows for more targeted and effective marketing efforts.

**Customer satisfaction:** meeting or exceeding customer Expectations leads to satisfaction loyalty and positive word - of - mouth.

**Marketing mix :** product, price, place and promotion collectively shape the marketing strategy for a product or service.

**Product life cycle:** understanding the stages of a product's life helps in adjusting marketing strategies accordingly.

**Brand equity:** building a strong brand fosters customer trust, loyalty ,and enhances the perceived value of products or services.

**Customer relationship management:** developing and maintaining positive relationships with customers is crucial for long-term success.

**Social responsibility :** recognizing and fulfilling ethical and societal obligations positively impacts a brand & reputation and customer perception.

**Competitive advantage:** identifying and leveraging unique strengths helps a business stand out in a competitive market.

**Demand and supply :** understanding the interplay between product demand and supply influences pricing and availability decisions.

### **Q) What is market segmentation?**

**Definition :** "Market segmentation is the sub-dividing of a market into homogeneous sub-sects of consumers where any sub-sects may conceivably be selected as a market target to be reached with a distinct marketing mix."

#### **Types of market segmentation:**

**Demographic segmentation:** groups consumers based on demographic factors such as age, gender, income, education, and family size. this provides a straightforward way to target specific customer groups.

**Geographic segmentation:** focuses on the physical location of customers considering factors like region, country, climate, or urban vs. rural settings.

**Psychographic segmentation:** divides consumers based on their lifestyle, values, interests, and personality traits. This approach considers the psychological aspects that influence purchasing decisions.

**Behavioral segmentation:** analyzes customer behaviour, including purchasing patterns, product usage and brand loyalty.

**Needs- based segmentation:** focuses on understanding and addressing specific needs or problems that customers seek to solve through the product or service.

### Q) Discuss about positioning strategies in marketing

**Definition:** Positioning is the art of creating a unique place for a brand in the minds of consumers, distinguishing it from competitors and influencing perceptions.

#### **Value proposition:**

Clearly communicating the unique value a product or service offers to the target market, establishing a compelling reason for consumers to choose the brand.

**Competitive differentiation:** identifying and emphasizing unique features, benefits, or attributes that set the brand apart from competitors.

**Target audience consideration :** tailoring positioning strategies to resonate specifically with the identified target audience .

**Price based Positioning:** positioning a brand based on pricing relative to competitors, whether its positioned as a premium, value, or budget option.

**Quality and innovation:** positioning the brand as a leader in quality or innovation, emphasizing superior features are cutting- edge technology to attract consumers.

### Q) Write about Holistic marketing concept.

The Holistic Marketing concept is a comprehensive approach that considers and integrates multiple dimensions of marketing to create a unified synergistic strategy . it goes beyond traditional marketing concepts by emphasizing the interconnectedness of various marketing elements and their collective impact on the overall business strategy.

#### **Holistic Marketing concept**

**Integrated Marketing:** Holistic marketing integrates different marketing channels and strategies to ensure consistency in messaging across various touch points. this coherence enhances brand perception and customer experience.

**Internal marketing:** the Holistic approach involves aligning internal teams with the overall marketing strategy. engaged and informed employees contribute positively to the external brand image.

**Relationship marketing:** Holistic marketing places a strong emphasis on building and maintaining long term relationships with customers

**Social responsibility:** Acknowledging the impact of business activities on society and the environment, Holistic marketing encourages ethical and socially responsible practices. **Performance**

**measurement:** Holistic marketing involves comprehensive performance measurement, considering not only financial Metrics but also customers satisfaction, brand perception, and the impact on society.

**Q) Discuss about marketing research and information.**

**Definition:**

"Marketing research and information is the systematic gathering, recording and Analysis of data about the problems relating to the marketing of goods and services".

**American Marketing Association**

**To know the customers:** marketing deals with product, people and process of transfer. every organisation wants to know about the prospective customers who are willing to pay for the goods and services of firm.

**promotional activities:**

Promotional mix of a firm includes three main elements such as advertising personal selling and sales promotion marketing research contributes to measure the effects of different promotional strategies.

**Consumer response :** consumer response is also known as market - product testing. business firm monitors the consumer reactions to its product.

**Market costs and benefits:** marketing research also helps to make the market cost and benefits analysis. Marketing cost is an input used by a firm to execute its marketing plan.

**External forces:** every business firm requires reliable information about the strategy of competitors, market share, government policies, technology changes, new product substitutes, consumer spending, consumer income etc.

**Q) Write about decision making process in consumer behavior**

**Buying Decision Process**

Consumer behaviour refers to the actions and decision processes of people who purchase goods and services for personal consumption. D. Blackwell

**Steps involved in buying Decision Process:**

- 1.Problem recognition
- 2.Determination of quality and quantity features
- 3.outline of specifications
- 4.analysis of proposals
- 5.selection of supplier
- 6.selection of an order routine
- 7.post purchase evaluation

## Unit – II

### **Q) Explain the elements of Marketing mix.**

The firm's task is to find the best solution for its marketing decision variables, the setting constitutes its "marketing mix".

Marketing is the pack of four sets of variables namely- product variables, price variables, promotion variables and place variables.

Elements of marketing mix:

The basic marketing is the mixture of four sub mixes which form the integral part of Marketing System.

1. Product mix
2. Price mix
3. Place mix
4. Promotion mix

**1.Product mix:** the most important element in the marketing mix is the product all the marketing operations start with the product stands for the goods or services offered by a firm product is the central point in the marketing planning process the focus of manufacturing and marketing efforts is on the product.

Product mix variables: product mix includes the following substances of variables:

i)Product line ii)Product range iii)Product design iv) Product package v)Product quality vi)Product labelling vii)Product branding.

#### **Price mix:**

Price means to the money value that the buyer has to pay. Goods has to be adequately priced price includes considerations of the profit margin, the cost, the possibility of sales at a different prices price must be related to product to quality and the particular Market. Price is of a great importance to the manufacturer, seller and the buyer. price is the money consideration exchange for a specified unit of a good or service.

Price mix variables:

1)Price policies and strategies 2) terms of credit 3)terms of delivery 4)profit margin.

**Place mix:** place involves the channels of distribution to be used, namely, sales through agents, wholesalers, direct etc. it also includes the logistics aspects of distribution such as warehousing and transportation. it helps to create place, time and possession utilities.

physical distribution helps in the flow of materials and finished products from the place of producer to the place of consumption to meet the requirements of consumer at a profit.

Placements variables:

- 1.Transportation
- 2.warehousing
- 3.inventory levels
- 4.channels of distribution

**Promotion mix:**

Promotion involves advertising, selling, Public Relations and the creation of a brand image where these are advantageous. promotional activities are treated as Marketing Communication. promotion helps in communicating the advantages of product or service to the customers. It persuades the buyer to buy the products or services. It includes both personal and impersonal persuasive communication about the goods and service.

Promotion mix variables: 1)personal selling 2)advertising 3)sales promotion  
4) public relations.

7Ps of marketing mix is an extended, modified version of the 4Ps of marketing. this model is widely used in the service industry. it adds 3 more elements to the 4Ps discussed above.

**People**

People refers to both customers and employees who are directly related to the product or service. Company needs to hire the right people who are capable of giving their best to build it while studying its target market to understand whether they are in need of the type of product they are offering.

**Process :**

Systems and processes play a significant role in building and delivering a quality service to the customer. the process should be free from bottlenecks and blockers in order to reduce the unnecessary expenses associated with executing the service. the process maps can be used to map process steps and analyse them to identify where the firms needs to make improvements.

**Physical evidence :**

Physical evidence refers to what the customers see when consuming the product or service of the firm. it includes branding, packaging, physical environment to sell the product.



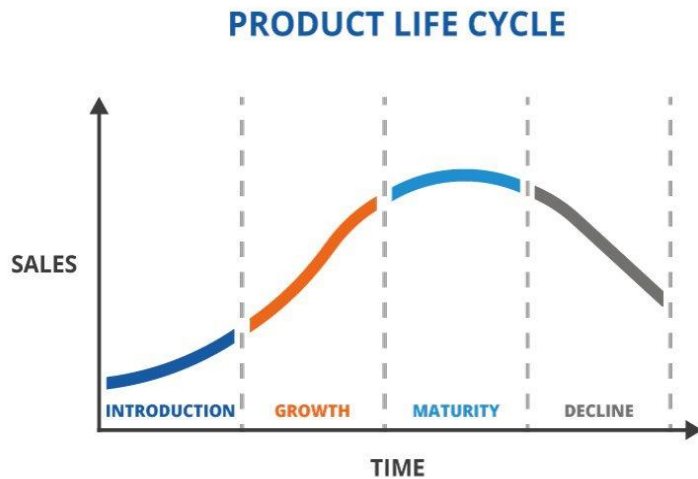
**Q) Discuss about 7Ps of service Marketing mix.**

**Q) What is a product ? Explain product life cycle.**

**Definitions of product life cycle:**

Product life cycle is an attempt to recognize distinct stages in the sales history of the product. the sales history pass through four stages - introduction, growth, maturity and decline.

Philip Kotler



**Introduction stage**

It is a first and Pioneer stage of product life cycle of a product. in this stage product is new and distinctive. this stage generally involves a substantial investment in advertising and a marketing campaign focused on making aware of the product and its benefits. in the introductory stage, the product is released into the market for the first time. it is often a heavy spending period for the company with no guarantee that the product will pay for itself through sales. costs are very high during this stage and there is typically little competition.

Features of introduction stage:

- Low and slow sales
- Low profits
- High product price
- Lack of information
- Heavy promotional expenses
- Limited product models

**Growth stage:** At this stage of product life cycle, the product is accepted by buyers and traders in the market and sales start to increase in growth stage, product attains a considerable and widespread approval in the market. the sales turnover and profit spite of competition in the market.

Features of growth stage:

- Increase in sales
- product improvement

increase in competition level  
increase in profits  
reduction in price  
easy availability.

### **Maturity stage:**

At this stage market becomes saturated. sales increase continuously but at a decreasing rate. the increased level of competition brings pressure on the prices. profit start reducing due to increase in marketing expenditure and falls in prices. additional expenditure is incurred in product modification and improvement of the product line. additional advertising and sales promotion activities are required to stimulate demand and to face competition.

Features of maturity stage :

Increase in sales at decreasing rate  
Uniform and lower prices  
Normal promotional expenses  
Product modification  
Development of new markets  
Development of more frequent use  
Fall in profit margin.

### **Decline stage:**

market decline stage is the final stage of product life cycle. during this stage, sales growth becomes negative, profits decline, competition remains high and the product ultimately reaches its death. it is The Terminal stage where sales drop and production is ultimately halted.

Features of decline stage

Rapid fall in sales  
fall profitability  
no promotional expenditure  
suspension of manufacturing work.

## **Q ) Explain various marketing channels.**

A channel of distribution is a set of independent organisations involved in the process of making a product or service available for use or consumption.

Philip Kotler

The trade channels are classified into conventional and nonconventional or direct or indirect.

These direct and indirect channel options will be more clear with the practical illustrations as given below.

**1) manufacturer to consumer:** this channel choice is the shortest and simplest, as it is direct where goods move directly from producers to consumers. that is no intermediary is involved. This is the channel choice opted by manufacturer Industrial and consumer durable goods.

**2) manufacturer to retailer to consumer:** Between the producers and the consumers, this is a channel has one intermediary namely, retailer. this is the most common channel in case of consumer durable such as Textiles, shoes, readymade garments and so on in case of textiles, most of the mills have their own retail outlets all over the country.

**3) manufacturer to wholesaler to retailer to consumers:** This Channel option has two intermediaries namely, wholesaler and retailer interposed between the producers and the consumers. this is the most popular form and is used by both small and big companies alike. the companies producing consumer non durable item use this where the wholesalers stock the production in different parts of the nation or region and from there.

**4) manufacturer to wholesaler to consumer:**

This Channel option by passes the last link namely, retailers. therefore goods move from producers to wholesalers and back to consumers directly without having recourse to retailers. this is the most acceptable practice when the consumers are not individual buyers but are institutional buyers such as hospital, schools, colleges, government Agencies, public Enterprises business houses.

**5) manufacturer to agent to wholesaler to retailer to consumer:**

It is the most longest indirect channel option that a company has. the channel has the services of agents and middlemen only next to producers who in turn, sell to wholesalers and the wholesalers to retailers and back to final users by the retailers. These agent middleman may be Commission agents, export merchants who manage the affairs on behalf of the manufacturer who want to concentrate totally on production.

### **Q) Write about pricing strategies.**

Pricing Strategies play a pivotal role in the success of any business, as they directly impact revenue generation, Market Positioning and customer perception. a well-craft pricing strategy goes beyond simply setting a numerical value.

**Cost-plus pricing:** This traditional approach involves calculating the cost of production or markup to determine the selling price.

**Value-Based pricing:** In contrast to cost plus pricing, value based pricing focuses on the perceived value of a product or service to consumers.

**Penetration pricing:** This strategy involves setting a lower initial price to gain market share rapidly. it is often used for new products or in competitive markets.

**Skimming pricing:** skimming involves setting a high initial price targeting the early adopters and those willing to pay a premium for a new product or service.

**Dynamic pricing:** dynamic pricing allows for flexibility in adjusting prices based on real time changes in demand, supply or market conditions.

**Psychological pricing** leveraging psychological principles this strategy involves setting prices just below a round number to create a perception of a lower price and enhance the products value in the eyes of consumers.

**Geographical pricing**

adjusting prices based on geographical location helps business account for variations in market condition, local preferences, and currency exchange rates.

### **Competitive pricing**

setting prices based on competitors pricing is a straight forward strategy. It involves pricing products or services at a similar higher or lower level than competitors.

### **Bundle pricing**

Bundling involves offering two or more products or services together at a lower combined price than if purchased separately.

## **Q) What is public relation ? Explain various types of public relations.**

Public relations and publicity are essential components of a comprehensive marketing strategy focusing on building and managing the reputation of a brand or organisation while the share common goals the involve distinct approaches and tactics to influence public perception enhance credibility and maintain positive relationships with various stake holders.

**1. public relations** is a strategic communication process that aims to establish maintain beneficial relationships between organisation and its target audience including customers employees investors and the wider public.

**2. Media relations:** Media relations involve establishing and maintaining positive relationships with journalists and media outlets. PR professionals work to generate positive media coverage across various sources of media.

**3 Crisis Management :** PR plays a crucial role in managing crisis mitigating reputational damage during challenging situations involving in developing crisis communication plans addressing issues transparently and maintaining open lines of communication with the public.

**4. Corporate Communications:** communication involves in the development and spreading assistant message about organisations values goals and activities to its employees as well as customers investors general public.

**5. community relations:** engaging with the local community involves community events supporting local initiatives, and fostering positive relationships with community leaders hands organisation's standing.

**6. event management:** PR professionals open organised in manage events don't organisations goals and services which involve events like product launches press conferences community outreach program and corporate sponsorships.

**7. social responsibility:** Demonstrating corporate social responsibility CSR is a key aspect of public relationships. Organisations engage in socially responsible initiatives to showcase their commitment to ethical practices, sustainability and community welfare.

**8. Employee Relations:** Maintaining positive relationships with employees is crucial for internal PR. Organisations strive to keep employees informed motivated and engaged through effective internal communication strategies.

**9. Publicity:** It involves in gaining media attention and coverage for a brand. Publicity often focuses on securing editorial coverage in media outlets.

**10. Press Release:** Press releases are written statements distributed to the media to announce newsworthy developments, events, or achievements.

### Q)Write about promotion mix

A promotion mix is a set of different marketing approaches marketers develop to optimize promotional efforts and reach a broader audience. The marketer's task is to find the right marketing mix for a particular brand.

A promotion mix is a more expanded approach towards one of five elements of the marketing mix — Promotion. Other factors are people, product, place, and price.

Promotion involves advertising, selling, Public Relations and the creation of a brand image where these are advantageous. promotional activities are treated as Marketing Communication. promotion helps in communicating the advantages of product or service to the customers. It persuades the buyer to buy the products or services. It includes both personal and impersonal persuasive communication about the goods and service.

Promotion mix variables: 1)personal selling 2)advertising 3)sales promotion

### Q) Define product. Discuss about Product classification

#### Product classification

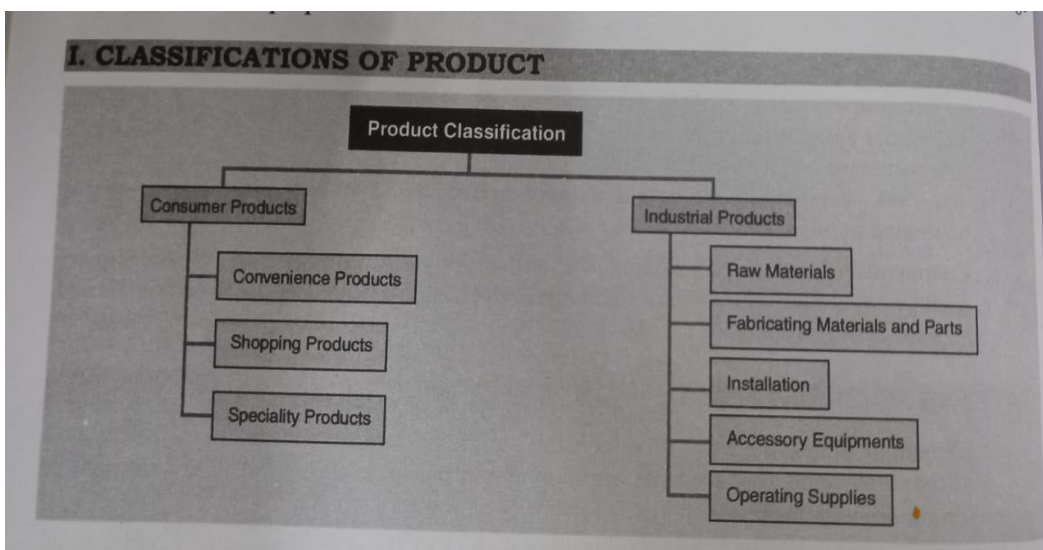
Meaning of product:

Product is anything that can be offered to a market to satisfy the Desire are need of a customer. it is any tangible or intangible good, item, commodity, or service that is the result of a process and offered to a market for sale the products that are marketed include physical goods, services, experiences, events, person, place, properties, organisation, information and ideas.

#### Definition of product:

A product is anything that can be offered to a market for attention, acquisition, use or consumption. it includes physical objects, services, personalities, places, organisations and ideas.

Philip Kotler



### **Q) Write about marketing communication**

Communication is the soul of promotion activity and understanding communication is essential to the better management. communication is a significant technique in the hands of marketers to persuade customers to act in a desired manner. business firms make an attempt to inform, persuade and remind the buyers directly or indirectly through marketing Communications about their products and brands available in the market for sale.

Components of marketing Communications:

- 1)Advertising
- 2)Public relations
- 3)personal selling
- 4)direct marketing
- 5)digital marketing
- 6)social media marketing

### **Q) Explain about online and social media marketing.**

Online marketing also known as internet marketing or Digital Marketing, encompasses a broad range of Strategies and tactics aimed at promoting products or services through online channels.

**key elements of online marketing include:**

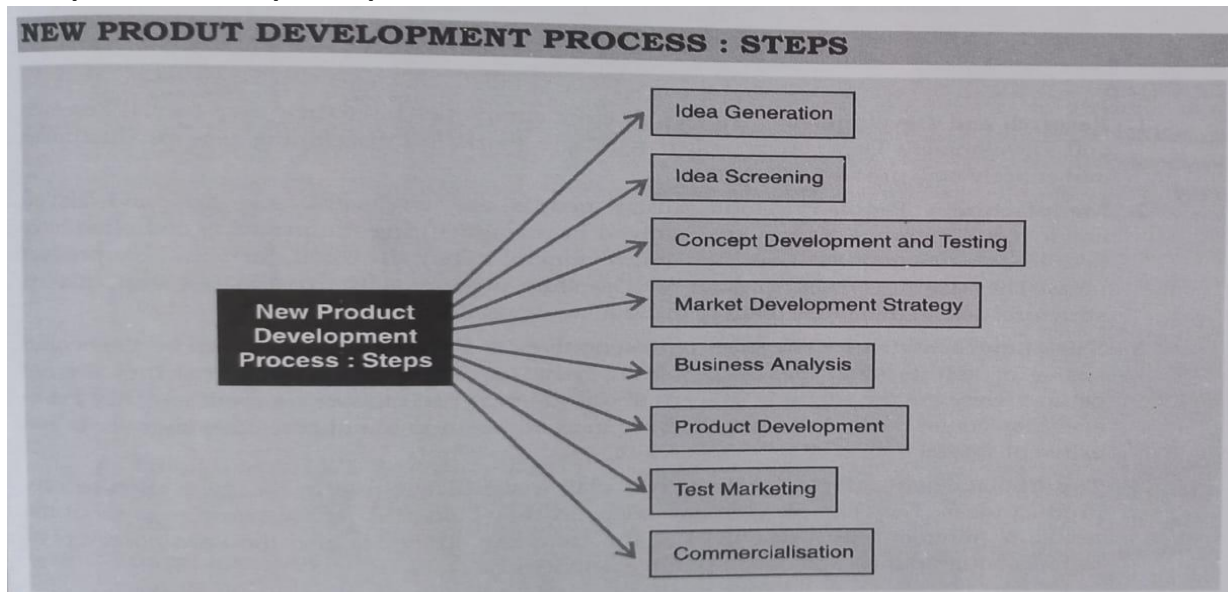
- 1.Search Engine Optimisation
2. content marketing
- 3.email marketing
- 4 pay-per-click advertising
- 5.Affiliate marketing
- 6 online Public Relations
- 7.web analytics
- 8.social media marketing
- 9.social media platforms
- 10content creation and sharing
- 11 community building
- 12.influencer marketing

### **Q) Write about new product development process .**

**New Product Development Process:**

"The new product development process is defined as creation of product with new or different characteristics that offer new or additional benefits to the customer. it may involved modification of an existing product or its presentation or formulation of an entirely new product that satisfies a new defined customers want or market riches."

**New product development process:**



### Q) What are the different brand strategies?

**Brand strategies:**

Brand is a name, term, symbol or a design or a combination of them which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors on the other hand branding is the process of finding and fixing the means of identification.

Prior to introducing any product, a viable branding policy or strategy is to be spelled out. A firm is likely to choose any one or combination of the above discussed classes of brands and design its own branding strategy. Normally, there are five brand strategies open to a firm.

Brand strategies:

- 1)Single brand product strategy
- 2)Multi brand product strategy
- 3)Distributors are private brand strategy
- 4)Mixed brand strategy
- 5)Trading up and trading down strategy

### Unit – III

### Q)Discuss the importance of selling

**Definition of selling**

Selling is any transaction in which money is exchanged for a good or service. during a sales negotiation, the seller attempts to convince or sell the buyer on the benefits of their offer.

## **Importance Of Selling**

### **1) Backbone of market:**

the selling department handles all the functions of distribution. it is also involved in recruiting, selecting training, assigning, motivating of the sales personnel.

**2) Achieving of organisational goals:** profit earning of an organisation depends on the effectiveness of its selling activities.

**3) Direction and control of Salesforce:** through good leadership and supervision and by providing financial and non financial incentives, the sales manager guides and directs the sales person. efficient control on the Salesforce help in optimum utilisation of their abilities and talents.

**4) Business planning :** The selling department provides information ideas and Facts to the top management for making various business plans and policies.

### **5) integration of Business and social goals:**

The selling department integrates business objectives and social welfare by providing customer satisfaction, raising the standard of living and having balance between profits and social service.

**6) faster economic development:** selling department sets sales and profit goals, leading to growth of the business. it is concerned with improving the quality of products, bringing innovation, searching new markets, creating new demand and generating employment opportunities in the country.

### **7) competitive advantage:**

The selling department aims to develop competent and efficient Salesforce to perform better in the market. good selling techniques and efficient sales management can help the company to beat competition prevailing in the market

**8) Employment generation:** selling function helps in creating more job opportunities in the society as there are more positions available in sales occupations than in any other profession.

**9) good customer relationship:** for the companies to be successful, developing good relations with the customers is very important. the success of sales management depends on its ability to assist and support sales people in developing good relations with the customers.

**10) increase in foreign trade :** selling also helps in foreign trade by extending its market in foreign countries which depends on the capability and foresightedness of the sales managers.

### **Q) Explain various good attributes of a sales person.**

The success of selling often hinges on the attributes of the salesperson. these characteristics contribute to effective communication, relationship building, and overall sales proficiency.

1) good salespeople possess strong verbal and written communication skills, allowing them to



articulate product benefits and address customer concerns effectively.

2) Understanding and empathizing with customer needs enable salespeople to tailor solutions that genuinely meet individual requirements.

3) the ability to actively listen to customers fosters a deeper understanding of their concerns, allowing for more personalized and effective responses.

4) a good sales person has in depth knowledge about the products or services they are selling, instilling confidence in customers.

5) successful sales people can adapt their communication style and approach to Cater to diverse customer personalities and preferences.

6) maintaining a positive and optimistic attitude, even in challenging situations, contributes to building rapport and overcoming

Obstacles.

7) sales people set and work towards clear sales goals whether they relate to revenue target, customer acquisition, or other performance metrics.

8) building a strong professional network enhances a sales persons reach providing opportunities for referrals and expanding the pool of potential customers.

9) good sales people embrace a mindset of continuous learning, staying updated on industry Trends competitive, landscapes and evolving customers needs

10) trust is permanent in sales. a good sales person operate with integrity, delivering on promises and building credibility with customers.

**Q) Discuss about the nature and role of selling in the context of a organization.**

**Q) Explain the nature of selling.**

**Definition of selling:**

Selling is any transaction in which money is exchanged for a good or service. during a sales negotiation, the seller attempts to convince or sell the buyer on the benefits of their offer.

**Nature and role of selling :**

**1)Central point:** selling is the central point of marketing activity. selling makes a significant contribution in achieving the main objects of marketing.

**2) Basis of exchange:** selling acts as a basis of exchange or a transaction. selling helps to establish a relationship between a buyer and a seller in the exchange process of goods and services.

**3) means of promotion:** selling is the important technique of sales promotion activities of the business form along with advertisement, personal selling and publicity.

**4) set of activities:** selling is a set of activities that consists of prospecting, Pre- approaching, making presentations, handling complaints, closing sales and making a follow up.

**5) increasing profits:** the sales management focuses on increasing profits and reducing expenses of a company by managing the sales activities.

**6) growth of the organisation:** the sales managers are also directed towards the overall growth of their organisation. This sales management objective focuses on continuous improvement of the organisation.

**7) achieving sales volume:**

Achieving sales volume, which measures the number of units sold during a given time period is one of the most important objectives of sales management.

**8) leading the market:** the sales management can help the organisation in leading the market or industry to achieve this objective sales managers compare the sales and market share of the company with its top competitors.

**Q) What is the significance of self worth and self confidence?**

In the realm of sales, self-worth and self confidence play pivotal roles, influencing a sales person's ability to connect with customers, navigate challenges, and ultimately drive successful outcomes.

Significance of self worth and self confidence in sales:

1) self worth contributes to a positive self image influencing how a sales person perceives themselves and presents their capabilities to clients.

2) self confident individuals are more likely to embrace challenges as opportunities for growth adopting their approach to overcome obstacles in the sales process.

3) both self worth and self confidence are crucial in handling rejection. a positive self image help sales people view rejections as a part of the process maintaining confidence for future interactions.

4) A positive self image contributes to personal branding sales person who value themselves project authenticity creating a distinct and memorable brand identity.

**Q) Discuss about the competition in sales promotion.**

Is inherent in the sales process shaping the Dynamics between sellers and influencing customer decisions and extending and navigating competition or crucial for successful in today's market.

1) Market analysis

2) differentiation

3) customer research

4) competitor analysis

5) value proposition

6) effective communication

- 7)capability
- 8)customer relationships
- 9)pricing strategy
- 10)innovation
- 11)team collaboration

**Q) Write about problem identification in selling.**

Problem identification is a crucial step in sales. understanding customer requirements and challenges allows sales professionals to tailor solutions effectively, fastering successful and value driven engagements

Problem identification in sales:

- 1)Active listening
- 2)open ended questions
- 3)empathetic enquiry
- 4)industry knowledge
- 5)research before interaction
- 6)problem solving mindset
- 7)customer feedback analysis
- 8) understanding goals
- 9)clarifying pain points
- 10) customised presentations
- 11)collaborative problem

**Q) Explain the different types of negotiation strategies.**

1)Negotiation skills in selling referred to the ability to navigate discussions and reach mutually beneficial

agreements with customers.

- 2) articulate expression of terms and benefits to facilitate understanding.
- 3) adapting to changing circumstances and customer needs during negotiations.
- 4) identifying common ground and offering solutions that address both parties interest.
- 5) understanding and managing emotions, fasting a positive negotiation environment.
- 6) strategic willingness to make concessions while maintaining essential objectives.

**Q) Explain the advantages of follow – up in sales**

Follow-up in sales is the process of maintaining contact with potential customers after initial interactions to nurture relationships and to secure sales.

- 1) strengthening connections with potential customers through ongoing communication
- 2) sustaining interest and engagement by providing additional information or addressing queries
- 3) demonstrating reliability and commitment to customer needs over time.
- 4) addressing any lingering concerns or objections a customer may have.
- 5) regular and timely follow-ups to stay top-of-mind with the customer.